CLAIM AMENDMENTS

1. **(Currently Amended)** A computer executable method comprising:

periodically retrieving a media content from one or more of a plurality of content providers, the media content comprising actual media content, scheduling information, and contact information associated with the actual media content, wherein the retrieved media content is to be displayed in at least one Web page;

verifying a structure and syntax of the retrieved media content by comparing the retrieved media content with a schema file;

rejecting the media content if the media content is not valid; and

if the media content is valid:

      submitting the media content to a media content database;

      periodically searching the media content database for a media content matching a display criteria;

      extracting the matching media content from the media content database;

      scheduling the matching media content to be displayed, <u>the scheduling comprising;</u> [[at]]

            a scheduled time <u>for the display of matching media content,</u>

            <u>a scheduled priority for the display of matching media content</u>

      <u>within a timeslice, and</u>

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a scheduled locale for the display of matching media content, wherein the scheduled locale indicates the country or geographic region in which the content is to be displayed;

publishing the matching media content in a file folder, the file folder name comprising the scheduled date and time; and

displaying the matching media content at the scheduled time by displaying each media content published to the file folder at the scheduled time.

2. **(Previously Presented)** A method as recited in claim 1 wherein displaying the matching media content includes:

displaying the matching media content using a test Web page; and

if the matching media content is successfully displayed using the test Web page, displaying the matching media content using a live Web page.

3. **(Previously Presented)** A method as recited in claim 1 wherein displaying the matching media content includes deleting previously displayed content.

4. **(Previously Presented)** A method as recited in claim 1 wherein the scheduled time is an attribute associated with the matching media content.

5. **(Previously Canceled)**

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6.   (Previously Canceled)

7.   (Previously Presented) A method as recited in claim 1 wherein the scheduled time is a timeslice having a start time and an end time.

8.   (Previously Presented) A method as recited in claim 1 wherein the media content is defined in an extensible markup language (XML) file.

9.   (Previously Presented) A method as recited in claim 1 further comprising scheduling the matching media content to be removed at a second scheduled time.

10.   (Previously Presented) A method as recited in claim 1 wherein the scheduled time is a predetermined time period.

11.   (Original) One or more computer-readable memories containing a computer program that is executable by a processor to perform the method recited in claim 1.

12.   (Currently Amended) A computer executable method comprising:

identifying a plurality of content providers;

periodically determining whether each of the plurality of content providers has any new content to retrieve;

retrieving new content from the plurality of content providers that have new content to retrieve;

submitting the new content to a content database;

periodically searching the content database for content matching a display criteria;

extracting the matching content from the content database;

scheduling the matching content to be displayed on a Web page at a scheduled time, in a scheduled priority, and a scheduled locale, wherein:

the scheduled time is based on an attribute associated with the matching content,

the scheduled priority indicates the priority for displaying matching content within a timeslice, and

the scheduled locale indicates the country or geographic region in which the matching content is to be displayed;

publishing the matching content in a file folder, the file folder name comprising the scheduled time; and

displaying the matching content on the Web page at the scheduled time by displaying each content published to the file folder at the scheduled time.

13.   (Previously Presented) A method as recited in claim 12 wherein the matching content is defined in an extensible markup language (XML) file.

14.   (Previously Presented) A method as recited in claim 12 further comprising verifying the format of the matching content.

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15. **(Previously Presented)** A method as recited in claim 12 further comprising:

verifying the format of the matching content by comparing a data structure of the matching content with a data structure defined in a content structure definition; and

rejecting content that is not verified.

16. **(Previously Presented)** A method as recited in claim 12 further comprising:

verifying the format of the matching content; and

editing the content if the matching content is not verified.

17. **(Previously Presented)** A method as recited in claim 12 further comprising deleting previously displayed content after the scheduled time.

18. **(Previously Presented)** A method as recited in claim 12 wherein the matching content has an associated time slice, the time slice identifying a start date, a start time, an end date, and an end time for displaying the matching content.

19. **(Original)** One or more computer-readable memories containing a computer program that is executable by a processor to perform the method recited in claim 12.

20. **(Currently Amended)** A computer executable method comprising:

identifying a plurality of content providers;

identifying a storage location associated with each of the content providers;

periodically retrieving a file from each storage location, wherein the file identifies any new content to retrieve from the storage location;

if the file identifies new content to retrieve from the storage location:

    retrieving the new content;

    storing the retrieved new content in a central database;

    periodically searching the central database for the matching content;

    scheduling the matching content to be displayed at a first scheduled time, a scheduled priority, and a scheduled locale, wherein:

        the first scheduled time is based on a first attribute associated with the matching content,

        the scheduled priority indicates the priority for displaying matching content within a timeslice, and

        the scheduled locale indicates the country or geographic region in which the matching content is to be displayed;

    publishing the matching content in a file folder, the file folder name comprising the first scheduled time;

    displaying the matching content at the first scheduled time by displaying each content published to the file folder at the first scheduled time; and

scheduling the matching content to be removed at a second scheduled time based on a second attribute associated with the matching content.

21. **(Previously Canceled)**

22. **(Previously Presented)** A method as recited in claim 20 further comprising verifying a format of the retrieved new content and rejecting the retrieved new content if the format is not valid.

23. **(Previously Presented)** A method as recited in claim 20 further comprising verifying a format of the retrieved new content using a verification tool to compare the format of the retrieved new content to a format defined in a schema file stored on a Web server.

24. **(Original)** One or more computer-readable memories containing a computer program that is executable by a processor to perform the method recited in claim 20.

25. – 38. **(Previously Canceled)**

39. (Currently Amended) A computer executable method comprising:

periodically retrieving a media content from one or more of a plurality of content providers, wherein the retrieved media content is to be displayed in at least one Web page;

verifying a format of the retrieved media content by comparing a data structure of the retrieved media content with a data structure defined in a schema file;

rejecting the media content if a format of the media content is not valid; and

if the media content is valid:

submitting the media content to a media content database;

periodically searching the media content database for a media content matching a display criteria;

extracting the matching media content from the media content database;

scheduling the matching media content to be displayed at a scheduled time, a scheduled priority, and a scheduled locale, wherein scheduling the matching media content includes creating a multi-level directory structure associated with the scheduled time, the scheduled priority, and the scheduled locale; and

displaying the matching media content at the scheduled time, in the scheduled priority, and in the scheduled locale, the matching media content being displayed by a Web server.